

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2015/2016

BBT3014 – BUSINESS RESEARCH METHODS

(All Sections/Groups)

1st March 2016
2.30 PM – 4.30 PM
(2 Hours)

INSTRUCTION TO STUDENTS

1. This Question paper consists of 4 pages with 5 Questions only.
2. Attempt **FOUR** out of FIVE questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

QUESTION 1

- a. Define the following time dimension in social research with **ONE (1)** example for each time dimension.
- Cross-sectional
 - Time series
 - Panel
 - Cohort
 - Case study
- (15 marks)
- b. List down and describe **FIVE (5)** alternative to social research
- (10 marks)
- (Total: 25 marks)

QUESTION 2

Read the passage below and answer the following questions.

Need of achievement and work ethic values are the two independent variables that would account for the variance in the dependent variable of interest (job involvement). This relationship could be better understood through the intervening variable (motivation). That is, those who have a high need to achieve and accomplish things in their jobs, would be motivated to engage in work behavior, which in due course of time will get them so absorbed in doing their jobs that their egos will be tied to the job. Likewise, those who have high work ethic values, would feel that unless they work, they are no good, and hence would keep engaging in work behavior. This again is bound to increase their level of motivation to work. These frequent interactions with work will again get them ego-involved in their work. Thus, need of achievement and work ethic values will motivate people to work, which in turn would get them involved in work

- a. Identify the broad problem in this situation.
- (4 marks)
- b. Develop **TWO (2)** research objectives and **TWO (2)** research questions based on this situation.
- (4 marks)
- c. Draw a research framework based on the passage.
- (11 marks)
- d. Develop **THREE (3)** sets of appropriate hypotheses.
- (6 marks)

(Total: 25 marks)

Continued...

QUESTION 3

- a. Read the scenario below and answer the following questions.

Scenario

Ms. Joyce Lynn, the owner of a small business (a woman's dress boutique), has invited a consultant to tell her how she is different from similar small business within a 60-mile radius, in regard to her usage of the most modern computer technology, sales volume, profit margin, and staff training.

Based on the scenario given, please state how the researcher can devise a research design by looking at each of the criteria listed below. **(Please give reason why).**

- i. Purpose of Research.
- ii. Extent of researcher interference.
- iii. Research Environment.
- iv. Time Dimension.
- v. Unit of analysis.

(10 marks)

- b. Rewrite the references in accordance to APA 6 edition format. Please underline italic words.

- i. Writer. Wayne Goddard and Stuart Melville
Book title: Research Methodology: An Introduction
Edition: 2
Year publish: 2001
Place: Lansdowne
Publisher: Juta & Company Ltd.
- ii. Writer. Tehmina N. Basit
Article title: Manual or electronic? The role of coding in qualitative data analysis
Year publish: 2003
Journal name: Educational Research
Volume: 45
Edition: 2
Page: 143-154

(7 marks)

- c. Non-probability sampling designs need to be preferred to probability sampling designs in some cases. Explain this situation with **TWO (2)** appropriate examples.

(8 marks)

Continued...

QUESTION 4

- a. Describe the four types of measurement scales. (16 marks)
- b. Table 1 shows the analysis results of research related to job commitment.

Table 1

Cronbach's Alpha	N of Items
.520	4

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
1 feel very little loyalty to this place.	12.18	4.399	.490	.271
1 am proud to tell others that 1 am part of this organization.	12.21	4.438	.496	.268
1 find that my values and the organization's values are very similar.	11.29	6.330	.180	.543
1 talk up this organization to my friends as a great place to work for.	9.44	5.816	.127	.617

- State the type of statistical analysis used in Table 1. (1 marks)
- Explain the main purpose of doing the analysis. (1 marks)
- State the Cronbach Alpha value and interpret the output from the Table 1 (4 marks)
- Identify which particular item you would choose to remove if you want to increase the score of the test. Provide your reason. (3 marks)

Continued...

QUESTION 5

Professor All wants to study factors that lead to academic achievement of university students in Malaysia. Based on the given table, answer the following questions.

Table 2

R	.446 ^a
R Square	.199
Adjusted R Square	.155
Std. Error	.81823
df	5
F	4.570
Sig	.001

Variables	B	Std. Error	Beta	t	Sig.
(Constant)	3.618	.525			
Stress	-.191	.095	-.210	-2.008	.048
Family support	-.144	.092	-.166	-1.571	.120
University environment	-.038	.087	-.044	-.431	.667
Student attitude	.275	.084	.317	3.286	.001
Teaching method	-.020	.067	-.030	-.295	.768

a. Dependent Variable: Academic Performance

- i. State the type of statistical analysis used for the study. (1 mark)
- ii. Suggest the independent and dependent variable of the study. (6 marks)
- iii. Develop the alternative hypothesis of the test. (5 marks)
- iv. Is the model a good model? (3 marks)
- v. What can you conclude from the coefficient of determination (R^2)? (3 marks)
- vi. Interpret the output from Table 2. (7 marks)

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